

278 Assistants of the month

CENTRAL REGION

Rob Lokken

Rob says, "As a member of the K mart management team, I enjoy the direct interaction with employees and customers. I also enjoy moving around to different locations, which enhances my personal as well as business knowledge."

Graduating from Eastern Michigan University in 1975, Rob has a BBA in marketing management. He is currently working at K mart 9709, Charlotte, Michigan, and started with the company in 1973.

"Be a people-minded person," says Rob and you will be able to develop your employees' assets to their fullest potential.

"The success of K mart past and present, has resulted from the dedication and energies of its people. Let your employees' ideas flow freely in your store organization. Once you have gained the respect of your employees, delegation comes easily. One of the most important ways for increasing results is to give more people a measure of responsibility for achieving those results. Employees who are a part in the operation of the store, will result in a cohesive group working towards common goals. This will result in a friendly and efficient store organization."

EASTERN REGION

Susan Drought

Susan started with K mart in 1975 and is currently working at K mart 9642, Clarion, Pennsylvania.

One aspect of retailing Susan finds most exciting is merchandising.

"I like the ability of buying your own merchandise, seeing how various products sell in different areas of the country and the capacity of promoting these products," says Susan.

She feels she has the qualities of a successful assistant manager because "I have the willingness to learn new concepts and to work the hours needed to perform the job. I get a special satisfaction in watching new employees learn and become merchants themselves."

MIDWESTERN REGION

James Brown

"Always give 100% to whatever you are doing in life," says James. "Treat everyone with respect and honesty. Be straightforward and keep positive and enthusiastic to new ideas. Let people know you care."

James started with the company in 1976. He is

presently working at K mart 3035, Highland Park, Illinois.

He advises new trainees just starting out to first learn the principles of merchandising. "This is the groundwork one must know to be a successful assistant because you will use these principles everyday throughout your career," says James.

He also advises that everyone should participate in some form of exercise. "I enjoy tennis and softball. It helps give me a more positive outlook on life by becoming physically fit."

SOUTHERN REGION

Deborah Sellers

Deborah went to Pensacola Junior College and started with K mart in 1976.

"Enthusiasm and self-motivation are key factors to success," says Deborah. "You as an assistant manager must set the pace for the employees in your store. Through application and experience, leadership will bring its own rewards."

Deborah always finds merchandising to be the most exciting aspect in retailing. "There is so much more to merchandising than buying and selling. You, the merchant must be aware of consumer demand and be willing to buy to meet the demand - whether it is basic stock, seasonal or new merchandise."

Recently, Deborah has taken up horseback riding and has found that it gives her a sense of freedom and the chance to be outdoors.

WESTERN REGION

Bill Boyer, IV

Bill has an AA degree from Southwestern Community College. He started with K mart in 1976 and is currently working at K mart 3135, Poway, California.

"Pride is an important element in developing confidence in your own abilities," says Bill. "Pride can apply to a variety of situations - from feeling confident that you have done your best to taking pride in the manner you handle the people who are your subordinates and supervisors."

Bill further talks about retailing. "Retailing is almost synonymous with the word 'change.' Watching for signs of new, quick turning merchandise, can give you an edge over the competition by insuring that we have the right new merchandise at the right time. Many items are trendy and demand can be very fickle. Buying the new hot merchandise at the right time can mean the difference between extra sales and unnecessary markdowns."